

LIS 2700  
Group Strategic Plan  
Small Law Library in Selma, Alabama  
4 March 2015

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# EXECUTIVE SUMMARY

BY ERIN BRENNAN

Welcome to the Jimmie Lee Jackson Memorial Law Library, located in Selma, Alabama. This small law library is centrally located off of US 22 between three higher education institutions: Concordia College Alabama, Selma University, and Wallace Community College Selma. It is open Monday-Saturday, closed Sunday, from 10:00 a.m. to 6:00 p.m. weekdays, and 11:00 a.m. to 4:00 p.m. Saturdays.

The library itself is a two-story, stand-alone brick building, with tall paned windows to bring in natural light to the main floor, offices and study areas. The first floor holds the general collection of law resources, including case studies, law series collections and digital collections. The circulation/reference desk is also on the main floor, and is attended by two student workers and one reference/law librarian. There are five public computers located in front of circulation/reference, and two six-seat tables located next to the computers. There are four or five comfortable reading chairs strewn around the collection.

The second story holds storage, study rooms and offices. As this library is located in the south, there is no basement. The storage area holds private and/or rare books, and other non-circulating materials, and does not have windows to the exterior. There are three study rooms available to both the public and students, and must be reserved. There are four offices: Library Director, Reference/Law Librarian, an empty office, and a small meeting room that may be rented by the public.

It is a newer building, funded by government grants, fundraisers and the affiliated institutions. It was built because of a growing need for law resources and materials specifically centered on diversity and social justice. The other nearby law library, the Dallas County Law Library, is larger and more associated with criminal justice and general law. Though still highly used, the Jimmie Lee Jackson Memorial Law Library addresses the growing attention to diversity in a historically controversial town.

Although this is a public institution, the SLL is affiliated with all three local colleges, allowing students to use its materials, as well as employ student workers and interns interested in the field of law, especially social justice. It is also affiliated with the following organizations, as well as some student organizations: NAACP, National Museum of Voting Rights, Southern Poverty Law Center, Constitutional Law Center and the Alliance for Justice.

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# ENVIRONMENTAL SCAN

BY ALEX WARD

Jimmie Lee Jackson Memorial Law Library for the Study of Civil Rights and Social Justice is a non-profit, private legal library located in downtown Selma, Al.

The Jimmie Lee Jackson Memorial Law Library is a two-story, 800 square foot brick building with large windows with no basement. The library is open 6 days a week from 10AM-5PM, closed on Sunday. The ground floor is devoted to a small collection of legal texts, history books relating to the Civil Rights Movement, and as well books and other publications dealing with contemporary social justice issues. These materials are stored in 6 foot shelves that line the walls of the first floor. The reference desk, study tables, and computer workstations are take up the rest of the space on the first floor. The JLJM Law Library is affiliated with and receives minor financial support from the following organizations: the local chapter of the NAACP (“NAACP | National Association for the Advancement of Colored People,” 2015), Southern Poverty Law Center (“Southern Poverty Law Center,” 2015), Center for Constitutional Rights (“Center for Constitutional Rights,” 2015), Alliance for Justice (“Alliance for Justice,” 2015), and the National Museum Voting Rights.

There is also a small archive of documents, newspaper clippings, and photographs of the Selma Marches in one file cabinet near the back of the library. There are six CRT computers that were donated by Wallace Community College Selma, who also provide access to digital databases such as Gale Virtual Reference Library through their library’s institutional license. The library also has access to Westlaw through a subscription sponsored by the Center for Constitutional Rights.

The second floor is occupied by the work stations of the Head Librarian, an onsite legal specialist, and a rotating staff of graduate student interns from the School of Library & Information Studies at the University of Alabama (“MLIS Program | School of Library and Information Studies,” 2015). There is also a small storage area for office supplies and old equipment.

The city of Selma is comparatively small and rural. As of the last census in 2010, the total population of Selma was 20,756 with 80.32% identifying as Black/African American and 18.02% as White/Caucasian (Bureau, 2010). The surrounding community is mostly residential; the main cultural and business district is located along Water Drive near the Alabama River. The majority of Selma’s population (57.78%) is between the ages of 18-64 years old (Bureau, 2010). Most residents have a high school diploma (between 4.92-9.65%), while some residents have attained a bachelor degree level of

higher education (9.57%). The median income is between \$10,000-\$24,999 (Bureau, 2010).

### SWOT Analysis

#### *Strengths*

- Financial and technical support from renowned organizations that have a connection to the Civil Rights Movement.
- Provides free access of legal and historical resources for patrons.

#### *Weaknesses*

- Small organization with limited funds and physical space to fully maximize the purpose of the library.
- Needing to retrain library interns in duties and services.

#### *Opportunities*

- Market itself as a center for discussion for the legacy of the Civil Rights Movement and provide resources for interested patrons to learn more about current issues.

#### *Threats*

- Lack of interest on the part of the residents.
- Securing long-term financial support for operating costs and services, separate from current support from partner institutions.

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# MISSION STATEMENT

BY ALEX WARD

The mission of the Jimmie Lee Jackson Memorial Law Library for the Study of Civil Rights and Social Justice is to serve as a guiding light for the citizens of Selma, AL in fulfilling and honoring the sacrifices made by so many to secure equal rights for all Americans, regardless of the color of their skin, creed, sex/gender, and etc.

The Jimmie Lee Jackson Memorial Law Library for the Study of Civil Rights and Social Justice, in partnership with Southern Law Poverty Center, NAACP, and other affiliated organizations that seek to uphold the vision of the Civil Rights Movement, will provide educational and legal resources, in a variety of print and digital resources to educate patrons on past and current issues surrounding prejudice, bigotry, hate crimes, social justice, and other pertinent issues.

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# VISION STATEMENT

BY ALEX WARD

As a center for educating current and future generations, the Jimmie Lee Jackson Memorial Law Library for the Study of Civil Rights and Social Justice will continue to strive toward creating a better, more equal America by continuing to provide the resources and services necessary to serve the people of Selma, AL.

To further this ambition, The Jimmie Lee Jackson Memorial Law Library for the Study of Civil Rights and Social Justice will continue to update our collections and services, as well as encourage an atmosphere of inclusiveness for staff and patrons.

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# CORE VALUES

BY ERIN BRENNAN

## DIRECT Core Values of the Jimmie Lee Jackson Memorial Law Library

- 1. Diversity** – We promise to celebrate diversity by incorporating materials into our physical and digital collection that addresses the uniqueness of every individual or organization who/that utilizes our resources.
- 2. Inclusion** – We promise to create a safe and inclusive environment for persons of varying differences, including but not limited to: age, sex, gender, race, ability, religious affiliation, orientation, ethnicity, socioeconomic status, etc.
- 3. Respect** – We promise to respect each patron/user/affiliate of the Jimmie Lee Jackson Memorial Law Library through all forms of communication, and ask that patrons also adhere to this policy within the library and any affiliated event.
- 4. Equality** – We promise to treat each patron/user/affiliate with equal regard and appreciation, regardless of the differences mentioned above, and with the same sense of mutual respect and consideration.
- 5. Confidentiality** – We promise that all communications within the SLL, including verbal and written correspondence, will remain fully confidential, unless contractually disclosed to another individual/institution.
- 6. Transparency** – We promise that every transaction with the Jimmie Lee Jackson Memorial Law Library will be fully salient, accurate and open to ensure quality service to all patrons/users/affiliates.

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# GOALS

BY ELIZABETH MARTIN

1. Strengthen community awareness of the role and value of Jimmie Lee Jackson Memorial Law Library.
2. Keep library staff educated and up to date on current issues and trends in the field.
3. Focus on building and keeping current our collection of materials pertaining to social justice and diversity.

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# OBJECTIVES

BY ELIZABETH MARTIN

Goal 1. Strengthen community awareness of the role and value of Jimmie Lee Jackson Memorial Law Library.

1. Do an initial community scan and survey to determine library use and the perception of the library in the community, within three (3) months.
2. Advertise library services and programming in targeted areas according to the results of previous surveys, within six (6) months.
3. Record library use and survey users to determine effectiveness of promotion, within twelve (12) months.

Goal 2. Keep library staff educated and up to date on current issues and trends in the field.

1. Have one member of library staff attend webinars hosted by AALL within three (3) months.
2. Have said member of library staff disseminate the information learned to the rest of the library staff soon after, within one (1) month.
3. Prepare posters and apply to present at ALA Annual Conference 2016, within twelve (12) months.

Goal 3. Focus on building and keeping current our collection of materials pertaining to social justice and diversity, and making them accessible to users.



1. Create an area on our website that makes our catalog and other resources available to users from personal computers within three (3) months.
  2. Acquire and install a chat function that allows users to communicate with the librarian on staff from their personal computers, in an Instant Message format, within six (6) months.
  3. Track use of website and chat function, survey for its effectiveness to users within twelve (12) months.
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## ACTION PLAN

BY ELIZABETH MARTIN

Goal 1, Objective 2: Advertise library services and programming in targeted areas according to the results of previous surveys, within six (6) months.

### Steps:

1. Create promotional materials such as posters and flyers to advertise library and its services. (1 week)
2. Create a list of places in targeted areas, including stores, other libraries, law offices, and public services offices who may be willing to display our promotional materials. (1 week)
3. Contact places on aforementioned list, to ascertain their willingness to display and help distribute promotional materials. (2 weeks)
4. Post promotional materials and make them available in targeted areas, as well as in other pertinent places such as the National Museum of Voting Rights and our affiliated local colleges. (1 month)

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# POSITION DESCRIPTION

BY ERIN BRENNAN

## Position Description – Jimmie Lee Jackson Memorial Law Library

Title: Liaison Librarian

Rank and Salary: Assistant Librarian, Salary TBD

Position Availability: Immediately

Application Deadline: March 13, 2015

### About Jimmie Lee Jackson Memorial Law Library:

Located in the heart of Selma, Alabama, the Jimmie Lee Jackson Memorial Law Library is a small, independent law library with a primary focus on social justice. The SLL is affiliated with three local colleges, including Concordia College of Alabama, Selma University, and Wallace Community College Selma. It is also affiliated with organizations centered on diversity and social justice, such as the NAACP, Southern Poverty Law Center, Constitutional Law Center, Alliance for Justice and the National Museum of Voting Rights, and local student organizations.

The SLL provides law literature resources for the entire Selma community. As this is a small, two-story library, there are only two other librarians: Library Director, and Reference/Law Librarian. We also employ three to four student workers from varying higher education institutions.

### Position Description:

As this is a small library, the Liaison Librarian must be willing to work with the Library Director and Reference/Law Librarian on various projects, and must be willing to/proficient at managing and leading student workers and volunteers. We adhere to our DIRECT Core Values (Diversity, Inclusion, Respect, Equality, Confidentiality and Transparency), and we ask that our Liaison Librarian also adhere to these values and policies.

In addition, the Liaison Librarian must be a self-starter, creating projects, programs and events that promote the library in the community and affiliated organizations. The Liaison Librarian will also be expected to be proficient at addressing library trends, assessing current social justice issues and policies, and have a working knowledge of research processes.

This position is excellent for new MLIS graduates looking to build their skillset.

Specific Duties/Responsibilities:

- Provide outreach services and instruction to library users in the area of information literacy, research processes, educational literature, etc.
- Engage in print and digital collection development
- Build public awareness of social justice issues, focusing specifically on diversity and inclusion
- Ability to create and maintain cooperative working relationships with community members and affiliated organizations
- Fundraising and Awareness campaigns, including capital campaigns, annual fundraisers
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Qualifications:

1. MLIS degree from an ALA affiliated institution
2. At least 1 year of experience working in a specialized library, or equivalent familiarity
3. Excellent interpersonal and communication skills
4. Successful completion of standard background checks, including social security verification, education verification, and criminal history
- 5.

Submission information:

Please submit cover letter and resume to [ALE@JLaw.org](mailto:ALE@JLaw.org) by the listed deadline.

## References

- ABA Law Library Collection (2015). *American Bar Association*. Retrieved 4 March 2015 from [http://www.americanbar.org/content/dam/aba/marketing/lawlibrary/aba\\_law\\_library\\_collection\\_products.authcheckdam.pdf](http://www.americanbar.org/content/dam/aba/marketing/lawlibrary/aba_law_library_collection_products.authcheckdam.pdf)
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